

Version 02 Schedule for Strategic Management 66.490 Sections 211 and 212 - Spring 2013

26 January 2013 - Mortensen

	SESSION	DATE	Assignments Due	Lecture/Discussion	Workshop	Notes
Hello	1	1/22/2013	Come to class	What is this course? Syllabus. Discussion on Textbook What is Strategic Management? Assign #1: "Who are you?" Report	Introduce ourselves Organize groups Workshop on what have learned in 3.5 years.	
Process1	2	1/24/2013	#1 - Written report on "Who are you?"	Lecture on Chapter 1 Discussion on the Strategic Management Process Assign #2: Gather info on your group's business Assign #3: Starbucks & Dunkin' Donuts	Groups organize to gather information on your companies	
Process2	3	1/29/2013	#2 - Bring info on business of your group	Lecture on Chapter 1 (continued)  Send out copy of Chapter 3 and push everyone to read it. Reiterate assignment #3: Starbucks & DD	Groups create & give presentation on #2	
PEST1	4	1/31/2013	#3 - Turn in individual report on Starbucks and Dunkin' Donuts visits and web sites Have purchased book & read Chapter 3: Section 1 & 2	Discussion on Assign #3 Discussion on PEST(EL)	Pick two: lectures, discussions and workshops Groups create draft of PEST(EL) analysis of Specialty Eateries Industry	
PEST2	5	2/5/2013	Have purchased case studies	Discussion on PEST(EL) (continued) Assign #4: Individual report on DD case study	Groups create and give a presentation of PEST(EL) analysis of Specialty Eateries Industry	
5Forces	6	2/7/2013	Have read Chapter 3: Section 3 on Porter 5 Forces	Discussion on Porter 5 Forces analysis Distribute SWOT and TOWS analysis sheets Assign #5: Meyers-Briggs test	Groups create a Porter 5 Forces analysis of the coffee shop portion of the specialty eateries industry	
SWOT1	7	2/12/2013	#4 - Turn in individual report on Dunkin' Donuts Case Study #5 - Have done Meyers-Briggs assessment Have read Chapter 4: Section 5 on SWOT Have familiarized yourself with the handouts on SWOT and TOWS	Discussion on SWOT and TOWS analysis Assign #6: TOWS Analysis of Starbucks, DD, and McDonalds, done individually	Discuss #3 and #4 results in groups and create and present a rough SWOT analyses of Starbucks and Dunkin' Donuts	
SWOT2	8	2/14/2013	#6 - TOWS Analysis of Starbucks, DD, & McD	Deep discussion of TOWS and SWOT for Starbucks, DD, and McDonalds Discussion on work while I am gone	Groups put info together from individual assignments & present TOWS for Starbucks, DD, & McD Groups choose companies for Assignment #7	
	No class	2/19/2013				Monday Class Schedule - No class
MB1	9	2/21/2013		Guest Speaker from Career Center on Meyers-Briggs		I will not be here due to Mobile World Congress
MB2	10	2/26/2013		Guest Speaker from Career Center on using Meyers-Briggs		I will not be here due to Mobile World Congress
	No class	2/28/2013		No class		I will not be here due to Mobile World Congress
MB3	11	3/5/2013	#7 - Group Presentation on Failed Companies Questions on any material presented so far	Meyers-Briggs Discussion Review material so far to prepare for Quiz	#7 Group Presentations	
Quiz	12	3/7/2013	Study for quiz	Summary of work so far and outline of the rest of the semester	QUIZ ON MATERIAL SO FAR	Middle of the Semester
	No class	3/12/2013				Spring Recess - no class
	No class	3/14/2013				Spring Recess - no class
CoreComp1	13	3/19/2013	Nothing	Review of the Quiz answers Core Competencies of a Company [1]		

CoreComp2	14	3/21/2013	Read Chapter 4: Sections 1-4	Core Competencies of a Company [2] Value Chain	Workshop on core competencies of your group's company
Portfolio	15	3/26/2013	#8 - Individual report on Starbucks case study Read Chapter 3: Section xxx (Value Chain)	Product portfolio strategy	Workshop on portfolio strategy of your group's company
USP	16	3/28/2013	Read xxx	Unique selling proposition International strategy	Workshop on unique selling proposition of your group's company
Games	17	4/2/2013	#9 - Individual report on Harley Davidson case study Read xxx	Introduction to Game Theory	Workshop on game theory (???)
Evaluate	18	4/4/2013	Read xxx	Evaluating a strategic plan	
Implement	19	4/9/2013	#10 - Individual report on Apple case study Read xxx	Implementing a strategic plan	
Guest	20	4/11/2013	#11 - Read background and prepare three questions for the guest speaker	Guest Speaker TBD	
P-SWOT	21	4/16/2013	#12 - Personal SWOT Read xxx	Discussion on Guest Speaker & what we learned Using a personal SWOT Pass out and discuss Take Home Exam	
Ethics	22	4/18/2013	Work on take home exam	Discussion on Business Ethics	Discuss take home exam in groups - but no paper!
Jobs	23	4/23/2013	Work on take home exam	What are the jobs in a company?	Discuss take home exam in groups - but no paper!
You	24	4/25/2013	Take Home Exam Due	Developing a personal strategic plan Assignment #13 - Three times three things Assignment #14 - What jobs might you want?	
	25	4/30/2013	#13 - Three times three things #14 - What jobs might you want?	What have we learned?	How can I improve this course?
<b>FINAL EXAM</b>			TBD		